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Total Number of Pages in This Submission

Application Number	10/672,133
Filing Date	September 26, 2003
First Named Inventor	Stephen A. Ewald
Art Unit	3625
Examiner Name	Mark A. Fadok
Total Number of Pages in This Submission	8
Attorney Docket Number	EWAL-0002

ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please Identify below):
Remarks Enclosed is the Amendment/Reply to the Final Office Action dated March 17, 2008 (7 pages) and an Extension of Time (1 month).		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Woodcock Washburn LLP		
Signature	/Lance D. Reich/		
Printed name	Lance D. Reich		
Date	July 8, 2008	Reg. No.	42,097

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Stephen A. Ewald Confirmation No.: **6111**
Application No.: **10/672,133** Group Art Unit: **3625**
Filing Date: **September 26, 2003** Examiner: **Mark A. Fadok**
For: **System and Method For Purchasing Linked With Broadcast Media**

Mail Box AF
Commissioner for Patents
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Sir:

AMENDMENT PURSUANT TO 37 CFR § 1.116

In response to the Official Action dated **March 17, 2008**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- Amendments to the Specification** begin on page _____ of this paper.
- Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- Amendments to the Drawings** begin on page _____ of this paper and include an attached replacement sheet.
- Remarks** begin on page 5 of this paper.